

# Growing in Lake Park

*Village of Lake Park,  
Economic Development Commission Meeting  
Meeting Minutes: Thursday, April 17, 2014  
Meeting Location: Community Center*

*Attendees:* Sandy Coughlin, Doug Lucas, Sharon Williams, Chris Yeager

*Absent:* John Box

*Guests:* Shannon Dance, Mark & Margaret Phillips, David Cleveland

## **Call to order & Prayer**

Sharon offered a reflection. Sandy called the meeting to order at 6:38 pm.

## **Minutes, Announcements & Finance**

1. March 20, 2014 meeting minutes were read and approved.
2. March 31 budget balance is \$3918.00. By consensus, a \$50 gift certificate will be presented to Creation Café to welcome this new business.
3. Doug made the motion to approve Dina Lee's \$150 invoice for images developed for EDC. Chris seconded the motion. Passed 3-0. \$3500 is available for the sidewalk planters.

## **Council Comment**

1. April *Villager* copies are available in the foyer and on [www.lakeparknc.gov](http://www.lakeparknc.gov).
2. Council is rescheduled for May 20. By consensus, the EDC approved rescheduling the EDC meeting to May 22.
3. Council passed the EDC recommendation for Town Center sidewalk planters April 8. Sandy thanked David for providing a letter to V.T. Management for the updated Encroachment Agreement, a copy of the approved proposal, and inviting future partnering on additional improvements that may require irrigation.

## **Public Comment**

Shannon reported that Ashley is moving ahead with plans for a Memorial Day Flag Ceremony in Veterans Park. Sandy emailed notices to the schools, businesses and churches and included [Ashley.dance@carolina.rr.com](mailto:Ashley.dance@carolina.rr.com) as the contact.

## **Commissioner Comment**

Doug noted that GBUSA has yet to collect the remaining roll off at Lucas Landscape. As of April 8, only 3 residents had reported any containers had been left behind, and GBUSA was given an extension through April 10 to complete removal of all Covenant bins, dumpsters, roll-offs and carts that remained after Friday March 28.

## **New Business: Village Development Strategic Goals**

### **A. [mylakepark.com](http://mylakepark.com) commercial website**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25	31	69	45	51	49	32	43
2014	68	72	151	121								

James Smetana is standing by for the mylakepark.com update to be decided. Though site activity is modest, the EDC was the catalyst for the site for Lake Park businesses in response to their demand and because some of the businesses had no other web presence than this. Chris will confirm a quote from James, draft a letter of introduction for the businesses to help James update the site. The initial update for an accurate directory of all the organizations can be supported by the EDC but ongoing individual business updates need to be billed and paid by the participating organizations, and search optimization will be dependent upon updates, mentions in *Villager*, etc. but is beyond the immediate scope of this initial update. Don O'Brien has agreed to advise the new webmaster for access to the site and transfer of the domain name. Don O'Brien (704) 280-2467, or email. Chris brought up James' Raleigh school site on a laptop to illustrate what James has done before.

## **B. Commercial Enhancements**

Thanks to Dina's prompt assistance with new planter images, Doug's quote update, John Box's review of the encroachment agreement content with V T Management, James Ross' initial images, Sharon's photos from Baxter Village and Sandy's commentary, the EDC team proposal was approved by Councilmen John Barnes, Fabian Szarko, and Sandy Coughlin, which overruled Mark Phillips' one dissenting vote. Mayor Cleveland signed the updated Encroachment Agreement and a cover letter, which will mail on April 18 with a copy of the presentation to V T Management. Lucas will begin by chalking the outline on the pavement, to clarify any adjustments in scale vs. size as defined in Dina's images.

## **B. Town Center Leasing Update**

Regenesis Skin Studio has begun to move from 6136 Creft Circle, where it shared a portion of Total Tranquility Salon, to a suite of its own at 6204 Creft Circle. Skeeter's closed due to the baker's family expansion.

### **Old Business:**

**A. Signage:** Creation Café blade signs are needed at the Faith Church corner Town Center signs.

## **B. 2014 Event Planning**

- 1. Cruise In:** Sharon advised that the Friday night 6-9pm Cruise-in event in downtown Monroe will be May 9. Sharon and Doug will meet at Total Tranquility at 5:30 pm to attend and report at the May 22 EDC Meeting.
- 2. Earth Day Event:** Lake Park had 3 booths together at the April 5 event. Children of Faith preschool, Total Tranquility Salon and one EDC booth. Andrea offered chair massages at Total Tranquility's booth, and Sharon booked an appointment. Sandy distributed maps with a list of the organizations and Lake Park events, and Children of Faith gave out goody bags and school contact cards. The EDC raffled a gift basket with contents donated from Creation Cafe, Lucas Landscape, Total Medical Compliance, Total Tranquility and a \$50 general EDC gift certificate. Weather was great, traffic was steady but not overwhelming.

3. **Kite Festival** Total Tranquility also had a booth there for a few hours but did not obtain any new appointments.
4. **Concert:** This topic was tabled in John's absence.

#### **Communication & Events Calendar & Kiosk**

- 1 Sandy sent Mark the new directory for the lakeparknc.gov site, as well as the minutes for January and February meetings.
2. Email or phone *Lake Park Villager* news items to Sandy before the May 23 deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by the 5/29 and in homes by 6/3.
3. Margaret reported that the first Fun Friday events attracted over 30 Lake Park residents to Creation Café and will continue on first and fourth Fridays.

#### **Next Meetings**

**Thursday, May 22, 2014 6:30 pm at Community Center**

**Hot Topic: Planter installation progress & Community Events**

**Thursday, June 19, 2014 6:30 pm at Community Center.**

**Adjourned** by consensus at 8:05 pm.